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After a Decade of Debate We Can Finally Make Wingspread Beach a Reality!

Your “Yes” Vote on Measure A Will Bring Badly Needed Economic, Cultural and Recreational Benefits to All of Us

These Are the FACTS—the QUESTIONS—And the ANSWERS About Wingspread Beach

What is Wingspread Beach?

Located midway between Watsonville and Santa Cruz on the ocean side of Highway 1 opposite Cabrillo College, the Wingspread Beach Hotel and Conference Center will offer three community use performance halls, public sports facilities, and public beach access.

What are the Economic Benefits?

Wingspread will not use any taxpayer money. As a matter of fact, the project guarantees the County of Santa Cruz a minimum of \$1,000,000 every year for use of the prop-

erty. is greater, will go to the foundation to operate the performance halls and subsidize performances. Local performing groups will have the first 40% of the dates in the halls.

What are the Public Sports Facilities—and Who Pays for Them?

Wingspread will have three community use fields. An adult soccer field, a youth soccer field, and a pony league baseball diamond—all build and paid for by the project. In addition, the project will build an off-site

the project. Wingspread will pay to get the cork out of the bottle at these congested intersections!

Will the Beach and Parking Areas be Public?

Wingspread Beach will be dedicated to the County of Santa Cruz and for the first time, will be available to the public. There will also be 126 public beach parking spaces and a handicapped accessible trail to the beach in addition to stairs. There will also be public restrooms.

How were these Beneficial Agreements Reached Between the County and the Developer?

pay for other county needs. A binding and legal contract assures that the county is not at financial risk.

How will the Open Space be Preserved?

The Wingspread Beach Property is 72 acres. 80% of the property will remain open space with only 5% to be used for building, and only 15% will be used for roads, pathways and parking.

What are the Community Use Performance Halls—and Who Pays for Them?

The three community use performance halls subtly designed to blend with the environment, will be comprised of a 1,000 seat proscenium hall, a 500 seat thrust stage and a 200 seat little theater. The performance halls will be managed by the Wingspread Arts Foundation, a locally controlled community board. A minimum of \$500,000 per year will be paid by the project, adjusted for inflation, or 8% of the hotel room revenues, whichever

football field with lights. The community use fields will be managed by the Coastal Community Sports Foundation, a non-profit foundation composed of local sports leaders.

What will the Hotel and Conference Center be like?

The visitor serving hotel will have 468 rooms and a conference retreat for business and educational groups. Also, a spa and athletic center will attract vacation visitors.

Will the Project add to Traffic Congestion?

Wingspread Beach will not add to traffic congestion. Traffic flow will be improved because the project will pay over \$700,000 for traffic improvements. Wingspread will pay to create traffic lights, enlarge and extend ramps and to widen roads to make traffic in the area flow more effectively—even after adding the traffic generated for

ten years of sensitive planning and accommodations have been approved by a majority of the County Board of Supervisors. In addition, community cultural leaders and sports field enthusiasts have participated throughout the entire planning process to assure that the performing arts center and playing fields will be delivered by an ironclad contract. The county exacted a set of firm conditions of protection and financial advantage to the county.

Who is the Wingspread Beach Developer?

Hare, Brewer and Kelley are the developers. Their past projects include Pajaro Dunes and dozens of other residential and shopping facilities in Santa Clara County. At Pajaro Dunes, HBK is one of the largest transient tax collectors, providing transient occupancy tax funds of over \$300,000 a year to local government. Pajaro Dunes has added over \$130 million to our tax roll through its successful development.

Support Measure A

A majority of the County Board of Supervisors have voted three separate times approving Wingspread Beach. They now offer final approval of the project to you, the voters. We need the Economic, Cultural and Recreational Benefits that Wingspread Beach will bring to All of Us.

Fill out this endorsement coupon today, and mail it to "Yes on A", 3121 Soquel Ave., Suite A, Soquel, CA 95073

☐ Yes, I support ballot Measure A

☐ Enclosed is my check for:

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100 ☐ Other _____

☐ You may use my name publicly

☐ I would be willing to place a sign in my yard

☐ I would be willing to work at headquarters

☐ I would be willing to host a meeting in my home

I want to serve on:

☐ Environmental Committee

☐ Sports Committee

☐ Cultural Arts Committee

SIGNATURE _____

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Yes on Measure A 3121 Park Ave., Suite A Soquel, California 95073 408-475-2170

(Please make checks payable to Yes on Measure A)

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Wingspread Beach Will Benefit All of Us